

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 570 Issue 1



AUG 14 2012

NBC 4 / WCMH
3165 Olentangy River Road
Columbus, OH 43202
PHONE (614) 263-4444 FAX (614) 447-9107

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	57650	Campaign Ref:	E:120810078
Buyer:	..	Client/Product/Estimate:	321 /340 /1565	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/15/12 to 10/28/12	Weeks:	2	Order Ref:	06273127
Est/PO Number:	06273127	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Priorities Usa Actio	Booking Group:	WCMH	Key Market:	Columbus, OH
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight ShowF..	02	1100	30 Comme	Nbr of Spots	1	1	1100
2	M-F 1237a ET / 1137p CT Late NightF..	03	400	30 Comme	Nbr of Spots	1	1	400
3	M-F 5a NewsF..	03	550	30 Comme	Nbr of Spots	1	1	550
4	M-Su 6p NewsF..	03	1800	30 Comme	Nbr of Spots	1	1	1800
5	M-F 6a NewsF..	03	1500	30 Comme	Nbr of Spots	1	1	1500
6	M-F 7a Today ShowF..	02	1800	30 Comme	Nbr of Spots	1	1	1800
7	M-F 730p Inside EditionF..	03	1200	30 Comme	Nbr of Spots	1	1	1200
8	M-F 9a Today Show IIF..	03	1000	30 Comme	Nbr of Spots	1	1	1000
	M-F 1135p ET / 1035p CT Tonight							
Weekly Totals: Total Spots(Ord Spots)					38	7	45	

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9	Show M.....	02	1100	30 Comme	Nbr of Spots	1	1	1100
10	M-F 12p News M.....	03	550	30 Comme	Nbr of Spots	1	1	550
11	M-F 5a News M.....	03	550	30 Comme	Nbr of Spots	1	1	550
12	M-F 5p News M.....	03	1400	30 Comme	Nbr of Spots	1	1	1400
13	M-F 7p Extra M.....	03	1300	30 Comme	Nbr of Spots	1	1	1300
14	M-F 7a Today Show M.....	02	1800	30 Comme	Nbr of Spots	1	1	1800
15	M-F 9a Today Show II M.....	03	1000	30 Comme	Nbr of Spots	1	1	1000
16	Sat 1130p ET / 1030p CT Saturday Night LiveS.	03	2500	30 Comme	Nbr of Spots	1	1	2500
17	Sat 6a NewsS.	02	1100	30 Comme	Nbr of Spots	1	1	1100
18	Sat 7-8a Today ShowS.	03	1600	30 Comme	Nbr of Spots	1	1	1600
19	Sat 8a NewsS.	03	1800	30 Comme	Nbr of Spots	1	1	1800
Weekly Totals: Total Spots(Ord Spots)					38	7	45	

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Buyer: ..	Client/Product/Estimate: 321 /340 /1565	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/28/12	Weeks: 2	Order Ref: 06273127
Est/PO Number: 06273127	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
20	M-Su Late News Late Run MTWTFSS Isolations: W/C 10/15S	01	2500	30 Comme	Nbr of Spots 1		1	2500
21	Sun 630a NewsS 06:30:00-08:00:00	03	1300	30 Comme	Nbr of Spots 1		1	1300
22	Sun 8a Today ShowS	03	1700	30 Comme	Nbr of Spots 1		1	1700
23	Sun 9a NewsS	03	1500	30 Comme	Nbr of Spots 1		1	1500
24	M-F 10a Today Show III ...T...	03	600	30 Comme	Nbr of Spots 1		1	600
25	M-Su 11p News ...T...	03	2500	30 Comme	Nbr of Spots 1		1	2500
26	M-F 12p News ...T...	03	550	30 Comme	Nbr of Spots 1		1	550
27	M-F 4p Ellen ...T...	03	1100	30 Comme	Nbr of Spots 1		1	1100
28	M-F 5a News ...T...	03	550	30 Comme	Nbr of Spots 1		1	550
29	M-F 6a News ...T...	03	1500	30 Comme	Nbr of Spots 1		1	1500
30	M-F 7p Extra ...T...	03	1300	30 Comme	Nbr of Spots 1		1	1300
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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
31	M-F 10a Today Show III T.....	03	600	30 Comme	Nbr of Spots	1	1	600
32	M-Su 11p News T.....	03	2500	30 Comme	Nbr of Spots	1	1	2500
33	M-F 1237a ET / 1137p CT Late Night T.....	03	400	30 Comme	Nbr of Spots	1	1	400
34	M-F 4p Ellen T.....	03	1100	30 Comme	Nbr of Spots	1	1	1100
35	M-F 5a News T.....	03	550	30 Comme	Nbr of Spots	1	1	550
36	M-Su 6p News T.....	03	1800	30 Comme	Nbr of Spots	1	1	1800
37	M-F 6a News T.....	03	1500	30 Comme	Nbr of Spots	1	1	1500
38	M-F 7a Today Show T.....	02	1800	30 Comme	Nbr of Spots	1	1	1800
39	M-F 1135p ET / 1035p CT Tonight Show ..W....	02	1100	30 Comme	Nbr of Spots	1	1	1100
40	M-Th, Su 430a News ..W....	03	250	30 Comme	Nbr of Spots	1	1	250
41	M-F 5p News	03	1400	30 Comme	Nbr of Spots	1	1	1400
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42	M-F 6a News ..W....	03	1500	30 Comme	Nbr of Spots	1	1	1500
43	M-F 7a Today Show ..W....	02	1800	30 Comme	Nbr of Spots	1	1	1800
44	M-F 730p Inside Edition ..W....	03	1200	30 Comme	Nbr of Spots	1	1	1200
45	M-F 9a Today Show II ..W....	03	1000	30 Comme	Nbr of Spots	1	1	1000
Weekly Totals: Total Spots(Ord Spots)					38	7	45	

Grand Totals

	Totals	Month 10 Weeks: 4
Spots	45	38
Cost	57650	49950
		7700

Grand Totals:

Spots:	45
Gross Total:	57,650.00
Commission:	8,647.50
Net Total:	49,002.50